

## **CALL TO ORDER**

The October 17, 2013, meeting of the Destination Newport Committee was called to order at approximately 2:04 P.M. In attendance were John Clark, Lil Patrick, Neal Henning, Ric Rabourn and Lorna Davis. Also in attendance was Cindy Breves, Executive Assistant. Visitors included, Rob Spooner, Charles Helbig, Ted Bainbridge, Bill Cally, Jamie Rand

## **INTRODUCTIONS**

Introductions were made.

## **CONSENT CALENDAR**

The consent calendar consisted of the following items:

- A. Minutes of the August 19, 2013, meeting;
- B. Review of Account, August and September 2013

MOTION was made by Patrick, seconded by Clark, to approve the consent calendar. The motion carried unanimously in a voice vote.

## **MEDIA CONSIDERATIONS**

Oregon Coast Magazine presented a proposal for advertising for the year from January 2014 - September 2014. Their big issues is March/April that is when the Mile by Mile issues comes out.

Oregon Coast Today, Charles Helbig introduced himself and will make a formal presentation at the November meeting.

AAA Via Magazine proposal was reviewed. A highlight of the information was a special rate for full page rate \$5,900 and half page rate of \$3,480 as well as some special rates on smaller ads that appear less often.

In an emailed presentation, Meadow Outdoor Advertising presented Eugene, Lane County, Oregon West Facing wall billboard that is available starting 1/1/14, the cost would be 1,500 per month.

OnDisplay presented new opportunities for advertising at the Lloyd Center.

Visitor's Choice reviewed their 2014 proposal. They provided a copy of a hard cover list of hotels, central Oregon hard cover list of hotels, rate sheet for both Oregon Coast and central Oregon, Web/social media marketing package and reciprocal links program. Ted stated that hotels love having the books in the rooms. DNC has first right of refusal and the prices are grandfathered in. It would be \$12,000 total to do the same advertising as last year.

Next Stop TV proposal \$25,000 for one episode aired on TV (FOX 12 Oregon, KFVE/Hawaii News Now, MavTV, Automotive Broadcast Network) Alaska Airlines In-flight Entertainment, over 150 syndicated websites worldwide each Show airs for two months with a value of \$232,762.

Media America proposal was reviewed. Davis clarified the relationship with OCVA. They simply distribute the Visitor's Guide only.

## OTHER

The committee reviewed the report presented by Newport Celtic Festival & Highland Games and discussed their application for a Tourism Marketing Grant again this year. The committee made clear that this is the last year that the Newport Celtic Festival & Highland Games can receive the tourism grant. This would be their third and final year according to the regulation in the Tourism Marketing Grant Application.

MOTION was made by Henning, seconded by Clark, to approve a \$5,000 Tourism Marketing Grant for the Newport Celtic Festival & Highland Games 2014. The motion carried unanimously in a voice vote.

Hospitality Vision image was reviewed by committee and approved by the committee.

Davis discussed attendance at DNC committee meetings. She asked that if committee members are not able to attend that they attend by phone. We do not want to cancel meetings due to no quorum. The committee discussed Gabe McEntee-Wilson resignation from the committee. Davis shared how much she enjoyed being part of the committee but she simple did not have the time to devote to the DNC that is needed. The committee discussed the need to replace her right away. The committee will actively look for retail individuals that would be good for the committee and encourage them to apply.

The New-Times Jamie Rand, discussed consistent branding with the committee and showed some of the Travel Newport and DIVO advertisement that have been done. Rand is asking for specs and deadlines for upcoming advertisement so that he can get timely approval for advertisements. Rand will work with Breves and Davis for the deadlines and specs needed.

## DISCUSSION AND ACTION

Media representatives departed, and the committee then discussed at length each of the media requests placed before them at this meeting, and the following was determined.

The committee decided to pass at this time on the following proposals: AAA Via Magazine, OnDisplay Lloyd Center, Meadow Outdoor Advertising Eugene wall, and Next Stop TV.

MOTION was made by Henning, seconded by Clark, to approve a full page premium position with Media America in the Oregon Coast Visitors Guide for \$3,300. The motion carried unanimously in a voice vote.

MOTION was made by Henning, seconded by Clark, to approve a ½ page advertisement. In Mile by Mile with Oregon Coast Magazine for \$3,072.75. The motion carried unanimously in a voice vote.

Davis will contact Visitor's Guide and get pricing for both soft cover guides (Central and Oregon Coast) for the November meeting.

## ADJOURNMENT

Having no further business, the meeting adjourned at approximately 3:20 P.M.